

Foreigners get flavour of Indian business

Kumar Manish | TNN

Ahmedabad: Entrepreneurs from several countries are getting a taste of India, literally. For instance, Tumurbat Bud from Mongolia is taking a leaf out of the successful book that launched Amul.

Bud is from Gobiin Orgil, a dairy cooperative in south Gobi region. "We rear livestock and process milk. The biggest challenge for us is bringing down costs. Other problems are harsh weather and shortage of fodder. I'm trying to learn from the successful cooperative movement of Gujarat how we can bring about changes and expand our operations," she says.

She is among seven participants from Mongolia, Tanzania, Turkey, Georgia, Kyrgyzstan and South Africa in an international programme on organisational entrepreneurship conducted by Entrepreneurship Development Institute of India, Ahmedabad (EDI).

The participants are here to infuse innovative business ideas in their organisations. For instance, a duo from Turkey, Zekeriya Bektas and Yucel Akova, is learning to maximise profits with limited resources.

"Ninety per cent of Turkish business consists of small and medium enterprises. As part of European Union, they need to be better organised offering products on par with international standards," says Akova.

Says chief faculty, EDI, Sunil Shukla, "We are supporting them to realise their entrepreneurial potential and motivate them to be proactive, dynamic and responsive to global challenges to foster the growth of their organisations."

Azamat Kaliev from Kyrgyzstan sees entrepreneurship as a tool to bring down the poverty graph, while Sabri Mohammed Muurnin from



Foreign students at EDI

Tanzania feels good leaders and managers are the need of the hour. "We have huge potential to produce handicrafts, but limited access to finance and market information. Such programmes will help us create new business opportunities," he says.

Nino Tevdoradze from Georgia describes the recent turmoil in his country due to attacks by Russian forces. "It affected us for a short period but now the situation has stabilised and we are full of hope for a great future for our country," he says.

But, enterprises are not competitive and are unable to create more jobs. "I'm here to learn how to deal with allocation of resources, especially management of human resources," he adds.

Says Kgobise Phokwane, community development officer from South Africa, "I want to bridge the gap between government agencies and rural people so that the latter can avail facilities they are entitled to."